

## CLAIMS

1. A transferring method for transferring a thermal transfer sheet in which a hologram or a diffraction grating is laminated on a base material film, wherein  
a direction of heating sequentially by a heat source of a minute area unit and a direction of recorded information for enhancing optical effects of the hologram or the diffraction grating coincide with each other.
2. The transferring method according to claim 1, wherein the heat source is a heat generation element of a thermal head.
3. The transferring method according to claim 1, wherein the heat source is a laser.
4. The transferring method according to any one of claims 1 to 3, wherein  
the hologram is a rainbow hologram.
5. The transferring method according to any one of claims 1 to 3, wherein  
the hologram is a computer hologram in which a interference pattern is formed in an interference pattern forming range constructing a whole of the hologram, the interference pattern being composed of an element range as a unit obtained by slicing the interference pattern forming area in a horizontal direction.

6. A transfer object in which the hologram or the diffraction grating is transferred by the transferring method according to any one of claims 1 to 5.